

Landscape
Format

Price Model Table

~~Full Margin Retail price Change~~

	1989	1988
MFG. LIST PRICE (per 1000)	\$ 45.51	\$ 40.73
LESS 3.25% TERMS DISCOUNT	<u>1.48</u>	<u>1.32</u>
COST TO DISTRIBUTOR	\$ 44.03	\$ 39.41
ADD: WEIGHTED AVG. S.E.T.	\$ 10.97	\$ 9.20
DISTRIBUTOR MARK-UP (5.0%)	<u>2.75</u>	<u>2.43</u>
COST TO RETAILER	\$ 57.75	\$ 51.04
RETAIL MARK-UP (23.2% weighted avg)	\$ 13.41	\$ 11.86
ADD: S.A.T. TAX (5.19% weighted avg)	3.69	<u>3.26</u>
Sub total	\$ 74.86	\$ 66.16
LESS: Coupon (2.46¢ per pack)	<u>1.23</u>	<u>1.23</u>
PRICE per 1000	\$ 73.63	\$ 64.93
% Change vs. 1988	13.4%	

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